

NETWORK BY THE NUMBERS

Unleashing Prosperity with a Simpler, Fairer, and More Competitive Tax Code

To date, Americans for Prosperity, Freedom Partners Chamber of Commerce, the LIBRE Initiative, and Generation Opportunity have **invested more than \$20 million** advancing pro-growth tax reform in Washington and at the grassroots level in the states.

GRASSROOTS ENGAGEMENT:

33,345

DOORS
KNOCKED

1,856,388

ACTIVISTS
CONTACTED

100+

GRASSROOTS
RALLIES **ACROSS 36**
DIFFERENT STATES

DIGITAL ACTIVISM & ENGAGEMENT:

977

CUSTOM GRAPHICS
& VIDEOS

111

DIFFERENT TARGETED
AD CAMPAIGNS

16,095,470

ORGANIC DIGITAL
REACH

SHAPING THE NARRATIVE WITH EARNED & PAID MEDIA:

\$1.5 M

TOTAL DIGITAL
AD SPEND

\$4.5 M

AFP DIGITAL VIDEO
CAMPAIGN **SPANNING**
14 STATES

\$1.6 M

FREEDOM PARTNERS AD
BUY IN WISCONSIN

30

NATIONAL TV
INTERVIEWS

100+

NATIONAL & REGIONAL
RADIO INTERVIEWS

SIX-FIGURE

FREEDOM PARTNERS
D.C. CAMPAIGN AGAINST
CORPORATE WELFARE

92

OP-EDS
PUBLISHED
AROUND THE
COUNTRY

“The Network of conservative groups assembled by billionaire donors Charles and David Koch are executing a major initiative to pressure lawmakers to overhaul the tax code, a goal that has eluded congressional leaders for decades.”

CHRIS MOODY, CNN, 8/25/17

**WORKING HAND-IN-HAND WITH
LAWMAKERS & THE WHITE HOUSE:**

EIGHT

MAJOR PRESS EVENTS
WITH CONGRESSIONAL
LEADERS & KEY MEMBERS
OF THE ADMINISTRATION

1,000+

MEETINGS WITH
LAWMAKERS &
POLICYMAKERS

50+

HELPED BUILD A NATIONAL
COALITION OF MORE THAN
50 PRO-TAX REFORM
ORGANIZATIONS

“The White House is looking to tap Charles and David Koch’s network to sell the idea of a tax bill that would lower rates before the end of the year. ... The Administration needs Americans for Prosperity’s grass-roots membership to reach out to lawmakers regarding the need to overhaul the tax code before the end of the year.”

“WHITE HOUSE, KOCH NETWORK ALIGNED ON QUICK-MOVING TAX REFORM”

LAURA DAVISON, BLOOMBERG BNA, 7/31/17

**ORIGINAL POLICY & MESSAGING
RESEARCH:**

FOUR

MAJOR POLICY
STUDIES AND REPORTS
SUPPORTING PRINCIPLED
TAX REFORM

DEVELOPED

EXTENSIVE MESSAGING
RESEARCH USED BY THE
WHITE HOUSE

“We’re going to end the rigged system,” said the [White House] official, echoing language used by groups backed by billionaire industrialists Charles and David Koch ...”

“TRUMP PITCHES BUSINESS TAX CUT TO MIDDLE CLASS”

RICHARD RUBIN, DOW JONES NEWSWIRES, 8/30/17
